



## CITY OF SANTA BARBARA

### COUNCIL AGENDA REPORT

**AGENDA DATE:** May 20, 2008  
**TO:** Mayor and Councilmembers  
**FROM:** Transportation, Public Works Department  
**SUBJECT:** Curb Your Commute – Traffic Solutions

#### **RECOMMENDATION:**

That Council receive a presentation from Traffic Solutions, a division of Santa Barbara County Association of Governments, regarding Curb Your Commute.

#### **DISCUSSION:**

The Highway 101 Milpas to Hot Springs Operational Improvements project is scheduled to begin this summer. During the four-year construction, there will be ramp closures, bridge replacements and narrowed shoulders that will result in traffic impacts during the four years of construction. In order to mitigate these traffic impacts, Traffic Solutions developed *Curb Your Commute*, a package of Transportation Demand Management incentives, services and resources to be incorporated into the 101 Milpas to Hot Springs Traffic Management Plan funded by Measure D.

The purpose of *Curb Your Commute* is to reduce traffic on Highway 101 and to assist commuters and employers with commute options during the four years of construction. The strategies developed are designed to leverage employer-based solutions that result in long-term travel behavior change, as well as to increase overall awareness of the benefits of shifting your commute to the off-peak period, and of telecommuting, carpooling, vanpooling and using transit. *Curb Your Commute* will also serve to improve public perception of the 101 Milpas to Hot Springs project by raising public awareness of the construction project and empowering commuters to modify their commute to minimize the negative impacts during construction.

Traffic Solutions will present the program to the City Council to inform Santa Barbara's leaders and to continue the ongoing campaign to educate those that will be impacted by the long-term construction.

**PREPARED BY:** Browning Allen, Transportation Manager/RD/mb  
**SUBMITTED BY:** Paul Casey, Acting Public Works Director  
**APPROVED BY:** City Administrator's Office